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ABSTRACT

Intended for professionals and others in the field of philanthropy, this book applies ethics and ethical decision-making to fund raising. Its primary aim is to enhance the level of ethical fund raising throughout the nonprofit sector by equipping those involved with frameworks for understanding and taking principled actions and preventing unethical behavior, thus building bridges of trust to the charitable community. Principles are drawn from classical and contemporary authors and include the standards of Aristotle and John Stuart Mill on utilitarianism, and Immanuel Kant on non-consequentialism. A definition of ethical action is suggested. The book addresses the need for fundraising professionals to confront such issues as: misuse of donor funds, providing false information, the displacement of charitable intentions with other motives, conflicts of interest on the part of charitable organizations, questionable expenses, and the reliability of employees. A practitioner's code of ethics is included. The appendix contains selected ethical codes, principles, and standards. (Contains endnotes.) (JLS)

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